

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
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August 21, 1997

RJR Account #«SIS»

«NAME»

«ACCOUNT»

October

~~SEPTEMBER~~ WINSTON B2GF CAP / PROMOTION #700927

Dear «GREETING»:

WINSTON regular product has been ordered (see quantities listed below), as well as «SKUS» skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. «COMMENTS» All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u>	<u>Case</u>	
	<u>Brand Style</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>«STYLE1»</u>
12300-11906	Light Box	6M	<u>«STYLE2»</u>
12300-11012	Full Flavor	12M	<u>«STYLE1»</u>
12300-11212	Full Flavor Box	12M	<u>«STYLE1»</u>

«PO»

Product / Premium Arrival: September «SHIPDATE», 1997

Ship Date to Retail: Week of: September 23, 1997

SKU CUBE: 2.5480

SKU WT (w/o Product): 8.2000 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$«EFT»

Non-EFT \$ Amount: \$«NONEFT»

51845 6065

-2-

B2GFP

«ACCOUNT»

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTIONPROMOTION : 700927 WIN OCTOBER B2GF HAT("NO BULL" PROMOTION SUMMARY REPORT
DRIVE PERIOD: 71000

PAGE: 1

DATE: 97-08-04

TIME: 03:57 PM

NO OF ACCOUNTS	SKUS	TOTAL	ALLOCATED CASES	ALLOCATED OFFERS
		OFFERS		
16XXXX 16 BUFFALO REGION				
VAP				
CHAIN	1,637	1,960	39,200	4,932
INDEPENDENTS	1,464	1,926	38,520	
VAP TOTAL	3,101	3,886	77,720	98,640
NON-VAP				
CHAIN	403	675	13,500	
INDEPENDENTS	243	21	420	
NON-VAP TOTAL	646	696	13,920	
TOTAL CHAINS	2,040	2,635	52,700	
TOTAL INDEPENDENTS	1,707	1,947	38,940	
TOTAL ACCOUNTS	3,747	4,582	91,640	

TOT COMMITTED:

91,640

TOT REMAINING:

2,000

02/00
OK
S230

Non-VAP
Independents
Removed

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